

Approved  
10/11/2016

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WRAL-TV ; Raleigh, NC	<b>Date:</b> 10/11/2016
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I, Targeted Platform Media LLC

do hereby request station time concerning the following issue:

<p style="font-size: 1.2em;">Anti-Donald Trump</p> <p style="font-size: 0.8em;">Priorities USA Action</p>
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p style="font-size: 4em;">AS ORDERED</p> <p style="font-size: 1.5em;">See Attached</p>					

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

~~Campaign Name: Priorities USA Action~~ Spot refers to Donald Trump  
Office Sought: U.S. Presidency  
General Election: November, 8th 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action 601 13th St, NW  
Washington, DC 20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Greg Speed  
Executive Strategist: Anne Caprara  
Chief Strategist: Guy Cecil

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/10/2016      [Signature]      (202) 965-5060  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**                      ☐ **Accepted in Part**                      ☐ **Rejected**

[Signature]                      MARIAN BELL                      Salvatore  
Signature                      Printed Name                      Title

[Signature]                      10/11/16                      Director  
10/11/2016



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

# CONTRACT

<u>Contract / Revision</u> 165039 /		<u>Alt Order #</u> 08290060
<u>Product</u> PRIORITIES USA 4560		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 4560
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 06/21/16 / 10/07/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Targeted Platform Media LLC**  
**1291 Hollywood Ave**  
**Annapolis, MD 21403**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/11/16	10/17/16	Days of Our Lives	1p-2p		:30				NM	2	\$1,200.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$600.00				
N 2	WRAL	10/11/16	10/17/16	Today Show III	10-11a		:30				NM	3	\$1,050.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$350.00				
N 3	WRAL	10/11/16	10/17/16	Tonight Show	11:35p-1237xm		:30				NM	2	\$800.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWT---				2	\$400.00				
N 4	WRAL	10/11/16	10/17/16	WRAL Noon News	12-1p		:30				NM	2	\$1,600.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$800.00				
N 5	WRAL	10/11/16	10/17/16	Doctors	2p-3p		:30				NM	2	\$1,000.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$500.00				
N 6	WRAL	10/11/16	10/17/16	Dr. Phil	3-4p		:30				NM	2	\$1,400.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$700.00				
N 7	WRAL	10/11/16	10/17/16	WRAL 4p News	4-5p		:30				NM	3	\$2,700.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$900.00				
N 8	WRAL	10/11/16	10/17/16	WRAL 5a News	5a-530a		:30				NM	1	\$800.00
		Q4 ISSUE V5.9											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
165039 /	08290060

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	PRIORITIES USA 4560	4560

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	06/21/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$800.00				
N 9	WRAL	10/11/16	10/17/16	WRAL 5p News	5-530p		:30				NM	4	\$7,200.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				4	\$1,800.00				
N 10	WRAL	10/11/16	10/17/16	WRAL 530a News	530a-6a		:30				NM	1	\$1,100.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				1	\$1,100.00				
N 11	WRAL	10/11/16	10/17/16	WRAL 530p News	530-6p		:30				NM	3	\$6,000.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$2,000.00				
N 12	WRAL	10/11/16	10/17/16	WRAL 6p News	6p-6:30p		:30				NM	3	\$7,500.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$2,500.00				
N 13	WRAL	10/11/16	10/17/16	WRAL AM News 6-7a	6a-7a		:30				NM	2	\$4,000.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				2	\$2,000.00				
N 14	WRAL	10/11/16	10/17/16	NBC Nightly News M-F	630-7p		:30				NM	3	\$6,900.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$2,300.00				
N 15	WRAL	10/11/16	10/17/16	Inside Edition	7-730p		:30				NM	4	\$4,625.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$1,300.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WRAL	10/11/16-10/17/16	Inside Edition	7-730p	MTuWThF----	:30		<del>\$1,300.00</del>		NM		
	See MG 15.4,15.5												
	4	WRAL	10/11/16-10/17/16	WRAL Noon News	12-1p	MTuWThF----	:30		\$1,025.00		NM		
	Ⓜ MG for 15.2 10/13												
	5	WRAL	10/11/16-10/17/16	Days of Our Lives	1p-2p	MTuWThF----	:30		\$1,000.00		NM		
	Ⓜ MG for 15.2 10/13												
N 16	WRAL	10/11/16	10/17/16	Today Show	7-9a		:30				NM	6	\$5,400.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				6	\$900.00				
N 17	WRAL	10/11/16	10/17/16	Entertainment Tonight	730-8p		:30				NM	3	\$3,600.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$1,200.00				
N 18	WRAL	10/11/16	10/17/16	Today Show II	9a-10a		:30				NM	3	\$1,200.00
Q4 ISSUE V5.9													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$400.00				

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165039 /	08290060

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	PRIORITIES USA 4560	4560

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	06/21/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 19	WRAL	10/11/16	10/17/16	Late News	11-1135p		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/11/16	10/17/16	MTWTFS-				2	\$1,800.00				
N 20	WRAL	10/15/16	10/15/16	Saturday Night Live	11:30p-1x		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$400.00				
N 21	WRAL	10/15/16	10/15/16	WRAL SAT 6pm News	6-630p		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$725.00				
N 22	WRAL	10/15/16	10/15/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$500.00				
N 23	WRAL	10/15/16	10/15/16	NBC Nightly News Sat	630p-7p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$525.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WRAL	10/10/16-10/16/16	NBC Nightly News Sat	630p-7p	-----Sa--	:30		\$525.00		NM		
				See MG 23.2									
				M2 Hold for GE rate card, comm 7.12									
	2	WRAL	10/16/16-10/16/16	WRAL News Sunday	7a-9a	-----Su	:30		\$525.00		NM		
				MG for 23.1 10/15									
N 24	WRAL	10/15/16	10/15/16	On The Record 7p	7-730p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$175.00				
D 25	WRAL	10/15/16	10/15/16	Andy Griffith Sat 730p	730-8p		:30				NM	0	\$0.00
N 26	WRAL	10/15/16	10/15/16	Saturday Today- 2 Hours	8a-10a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1-				1	\$600.00				
N 27	WRAL	10/16/16	10/16/16	WRAL SUN 6p News	6p-630p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1				1	\$900.00				
N 28	WRAL	10/16/16	10/16/16	WRAL News Sunday	7a-9a		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1				1	\$500.00				
N 29	WRAL	10/13/16	10/13/16	Thursday Hr 3	10-11p		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	---1---				1	\$6,000.00				

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10/11/16 - 10/17/16	PRIORITIES USA 4560	4560

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	06/21/16 / 10/07/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 30	WRAL	10/11/16	10/11/16	Tuesday Hr 2	9-10p		:30				NM	1	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-1-----				1	\$4,600.00				
N 31	WRAL	10/16/16	10/16/16	NC Spin/Spiritual Awakeni	6a-7a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/10/16	10/16/16	-----1				1	\$100.00				
N 32	WRAL	10/11/16	10/17/16	WRAL 430A News	430a-5a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		10/11/16	10/17/16	MTWTF--				1	\$200.00				
<b>Totals</b>								0.00				63	\$76,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	63	\$76,900.00	(\$11,535.00)	\$65,365.00
<b>Totals</b>	63	\$76,900.00	(\$11,535.00)	\$65,365.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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